

## Lupin launches oral contraceptive pills

15 April 2013 | News | By BioSpectrum Bureau

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Lupin Pharmaceuticals recently received final approval for its Daysee Tablets (Levonorgestrel and Ethinyl Estradiol tablets and Ethinyl Estradiol tablets) from the United States Food and Drugs Administration (USFDA) to market a generic version of Teva Branded Pharm.'s Seasonique Tablets. Lupin has already commenced shipping the product.

Lupin's Daysee tablets is indicated for use by women to prevent pregnancy. Lupin's Daysee tablet is available in extended-cycle wallets each containing a 13-week supply of tablets: 84 light blue tablets, each containing 0.15 mg of Levonorgestrel and 0.03 mg of Ethinyl estradiol, and 7 mustard tablets, each containing 0.01 mg of Ethinyl estradiol.

The total sales for branded and generic sales for the product stood at USD 161 million according to IMS MAT Dec 2012. Lupin is the 5th largest and fastest growing generics player in the US (5.1% market share by prescriptions according to IMS Health) and the 3rd largest Indian pharmaceutical company by sales. IMS Health says that, the company is also the fastest growing top 10 generic pharmaceutical players in Japan and South Africa

For the financial year ended March 2012, Lupin's consolidated total income and profit after tax were Rs. 70,972 million (USD 1.49 billion) and Rs.8,676 million (USD 182 million) respectively.